

**PROPOSED SUBSTANTIALLY EQUIVALENT METHOD
FOR NUTRITION LABELING ON MENUS/MENU BOARDS**

DATE _____

NAME OF RESTAURANT CHAIN _____

ADDRESS _____

CITY _____ STATE _____ Zip _____

PERSON TO CONTACT _____

PHONE: _____ E-MAIL: _____

Addresses of participating restaurant sites:

I request a variance from the King County Board of Health's Rule and Regulation R&R 08-02 with respect to the menu/menu board requirements and including the other approved alternative nutrition labeling methods (menu insert, menu appendix, supplemental menu, electronic kiosk, sign adjacent to the menu board, and a sign in queue).

Attached, please find a proposal for a substantially equivalent method of displaying nutrition information, as required by R&R 08-02, to be reviewed by the health officer. This proposed method meets the following criteria and demonstrates how consumers, at or before the point of ordering, will:

1. Perceive that nutrition information is readily available
2. Encounter nutrition information routinely and automatically; and
3. Access nutrition information in a manner that does not interrupt the normal flow of business.

The written proposal must include a detailed description about how the proposed substantially equivalent method for nutrition labeling meets the above criteria *and* include documentation of *at least one* of the following:

1. A sample of the nutrition labeling materials or other documents, such as photographs, that demonstrate how the nutrition information provided to consumers will be substantially equivalent to BOH 5.10.015.B or C.

2. Existing data* or other evidence from customer surveys that demonstrate that the proposed equivalent method results in a percentage of consumers who see the nutrition information at or before ordering. The health department has set a preliminary benchmark of seventy-five percent or more of customers having seen the nutrition information on or before ordering. **Regulation, lines 332-335: customer surveys used to support a proposed substantially equivalent method must be conducted independently by professionals using scientifically valid survey methods, including the use of random sampling methods to conduct customer assessments."*

3. A plan for evaluation* of the proposed method and a timeline for submittal to the health officer of the data and other results of the evaluation. The evaluation plan must be based on scientifically valid customer surveys. *Regulation, lines 332-335: *customer surveys used to support a proposed substantially equivalent method must be conducted independently by professionals using scientifically valid survey methods, including the use of random sampling methods to conduct customer assessments.*"

(See next page for further evaluation guidance)

Do Not Write Below This Line	
SERVICE REQUEST # _____	FACILITY # _____
VARIANCE ACCEPTED _____	Date: _____
Signature of Program Manager	
CONDITIONS	

VARIANCE DENIED _____	Date: _____
Signature of Program Manager	
Comments/Reasons: _____	

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